

**Marketing:**  
**Organizational Leadership**  
**Course Code # 5019**  
**½ Credit \_\_\_\_\_ 1 Credit \_\_\_\_\_**

School Year \_\_\_\_\_

Term: \_\_\_\_ Fall \_\_\_\_ Spring

Standards to be completed for ½ credit are identified with one asterisk (\*).  
 Additional standards for 1 credit are identified by two asterisks (\*\*).

Student:	Grade:
Teacher:	School:
# of Competencies in Course: ½ credit = 30, with Work-Based Learning = 34, 1 credit = 38, WWBL = 42	
# of Competencies Mastered:	
% of Competencies Mastered:	

**\*Standard 1.0 The student will evaluate the leadership techniques used by organizations to increase profitability.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
1.1	Examine methods for developing teamwork			
1.2	Compare and contrast the advantages and disadvantages of delegating responsibilities			
1.3	Assess the importance of employee training programs			

**\*Standard 2.0 The student will evaluate the roles of leadership in an organization.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
2.1	Distinguish the functions of organizational leadership			
2.2	Examine the levels of leadership within an organization			
2.3	Analyze the various management styles			

**\*Standard 3.0 The student will explore the interpersonal skills needed for developing leadership relationships.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
3.1	Analyze the importance of interpersonal skills			
3.2	Examine techniques for problem-solving			
3.3	Assess the importance of teamwork in leadership			

**\*Standard 4.0 The student will apply the skills needed to communicate effectively.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
4.1	Assess the importance of effective communication skills			
4.2	Analyze appropriate technology used to facilitate communication			
4.3	Appraise the various skills leaders need for positive communication			

**\*\*Standard 5.0 The student will assess cultural diversity and equity issues as they relate to organizational goals.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
5.1	Examine the various components involved in distinguishing cultural differences			
5.2	Analyze the impact of cultural differences in the workplace			
5.3	Identify equity requirements in employment			

**\*\*Standard 6.0 The student will examine the legal issues relating to management responsibilities.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
6.1	Examine the laws and regulations affecting the management of employees			
6.2	Analyze management's legal responsibilities to the consumer			

**\*\*Standard 7.0 The student will evaluate career plans and employability skills.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
7.1	Analyze abilities, interests, and values in developing a career plan			
7.2	Identify the levels of management			
7.3	Identify the major competencies needed to succeed in marketing/management			

**\*Standard 8.0 The student will apply organizational and leadership skills.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
8.1	Demonstrate a knowledge of DECA			
8.2	Utilize critical thinking in decision-making situations			
8.3	Identify and develop personal characteristics needed in leadership situations			

**Standard 9.0 The student will analyze how organizational leadership principles are applied in a specific work-based learning experience.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
9.1	Apply principles of organizational leadership to a work-based situation			
9.2	Integrate time management principles in organizing his/her schedule to include school, work, social, and other activities			
9.3	Evaluate and apply principles of ethics as they relate to the work-based experience			
9.4	Employ the principles of safety to the work-based experience			

**\*Standard 10.0 The student will apply and relate academics to organizational leadership.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
10.1	Generate original ideas based on previous knowledge and research			
10.2	Utilize proper grammar in leadership activities			
10.3	Use advanced publication methods			
10.4	Perform mathematical calculations used by managers			
10.5	Allocate and measure time needed for tasks			
10.6	Design a statistical study/survey. Calculate and graph survey results			
10.7	Discuss social responsibility in business			
10.8	Evaluate laws that regulate business			
10.9	Educate the public on environmental and health issues			
10.10	Evaluate leadership at different levels of management			
10.11	Assess personality traits in successful leaders			
10.12	Examine computer applications in marketing			
10.13	Discuss functions of basic pieces of computer hardware			
10.14	Discuss the future of technology in marketing			
10.15	Distinguish technological trends in organizational leadership			

Additional comments:

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